Hartford Area Food Stores Price Survey

June 22-23, 2003

City of Hartford Food Policy Commission



Inside you will find a price comparison of selected items at seven supermarkets in the Hartford area.

Each item is listed along with its price at each store. The total cost of all items for each supermarket is then added so that you can compare the stores.

We have also provided a summary of the results, noting which stores are least expensive in certain categories, such as 'fruits and vegetables' and 'dry goods'. To make the best use of this survey, look at those items which you buy most often. Then determine which store offers the best prices for your needs.

Does Healthy Cost More?



Obesity and overweight are problems that more than half of all Americans face. Here in Hartford the adult obesity rate, 34%, is double the state average. A nutritious diet and physical activity help lower excess weight, and the supermarket is an excellent place to start on the path to a healthier lifestyle.

For this survey, we compared five healthy and less healthy choices that are available to you at the supermarket:

- 93% vs. 85% Lean Ground Beef
- 2% vs. Whole Milk
- Campbell's Healthy Request Chicken Noodle Soup vs. Campbell's Red and White Chicken Noodle Soup
- · Cheerios vs. Frosted Flakes
- Wheat vs. White Bread.

Not only are these items available at most supermarkets, they are not much more expensive. If you were to purchase the 5 alternatives, your total market basket would only be \$1.54 more. This would increase your total cost by only 2%. In fact, if you look out for sales there are many instances when the healthier choice is less expensive.

To select healthier food, it is important to read the labels. Many healthy foods focus on lower calories and fat, but these are not the only important pieces of information. Leaner beef and low fat milk offer slight calorie reductions, but the real advantage is in lower saturated fat.

While traditional Campbell's soup is not much different in calories than Campbell's Healthy Request, the latter reduces the sodium in a serving by half. When Cheerios are chosen over Frosted Flakes, sugar per serving reduces from 12g to 1g and the fiber level triples. Calories and fat may not vary much, but the overall healthy value of the item is what is important to identify.

The bread aisle requires a little more attention. It is important to choose carefully in order to receive the healthy benefits of wheat bread. Many white breads are enriched to offer more nutrients, and some wheat flour has been processed and refined to the extent that it loses most benefits. Whole wheat bread uses the entire grain, including bran and germ, which leads to high fiber levels. Fiber is something white bread cannot offer. Whole wheat bread has twice the fiber of white bread.

So choose carefully in the supermarket. The healthier choices are not hidden away, in fact they often sit beside their less healthy counterpart. There are many healthier items that this list did not cover that are equally accessible. Take the time at the supermarket to look at labels and make healthy choices.

Supermarket Survey	Size	Waldbaum's		Adam's		Shop Rite		Shaw's		Stop&Shop		Stop&Shop		ig Y	
June 22-23, 2003		W. Hartford		Hartford		Manchester		W. Hartford		Bloomfield		Hartford	E.	. Hartford	
Vegetables: Potatoes, fresh, eastern, white	5 lb. bag	2.99		3.49		1.99		3.59		2.99		2.99		2.99	
Carrots, fresh	1 lb. bag	0.79		0.79		0.99		0.79		0.79		0.79		0.79	
Tomatoes, fresh, loose, not plum	per lb.	2.99		1.49		1.49		1.69		1.99		2.49		1.99	
ceberg lettuce, fresh	1 head	1.59		1.99		1.79		1.79		1.99		1.99		1.79	
Cabbage, fresh, green	per lb.	0.59		0.49		0.59		0.59		0.59		0.59		0.99	
Onions, fresh, yellow	2 lb. bag	1.89		1.49		1.33	6	1.69		1.99		1.99		1.69	
Green beans, frozen, regular cut, store brand	9 oz.	0.59		0.89		0.99		0.79		0.50	S	0.50	S	0.69	
Corn, whole kernel, Del Monte canned, regular	15.25 oz. can	0.89		0.89		0.89		0.89		0.79		0.79		0.79	
Fruit: Bananas, fresh, green tips	per lb.	0.69		0.59		0.59		0.59		0.69		0.69		0.33	
Apples, lowest price variety, fresh	per lb.	1.49		0.89		1.29		0.75	9	1.49		1.49		1.49	
Raisins, store brand	24 oz. cont	3.18	1	2.99		2.89		2.79		2.79		2.79		3.19	10
Orange juice, frozen concentrate, store brand	12 oz. can	1.09		1.39		0.99	s	1.29		0.89		0.50	S	0.89	
Meat/Dry Beans/Eggs/Nuts: Ground beef, 85% lean	per lb.	2.89		2.29	4	2.59		3.49		3.29		3.29		1.43	S
Chicken drumsticks, small pack, least expensive	per lb.	0.99		1.19		1.07		1.79		1.69		1.99		1.19	
Pork, loin chop center cut, small/no bone, not family	per lb.	5.39		2.69		3.19	7	5.29		5.29		5.29		5.99	
Bologna, beef, Oscar Meyer	8 oz.	2.59		2.19		2.49		2.29		1.99		2.49		2.49	
Tuna, chunk light, water packed, Starkist	6 oz. can	0.89		0.66	S	0.89		0.89		0.75	s	1.39		0.79	
Red kidney beans, dry, Goya	1 lb. bag	0.75		0.79		0.75		0.89		0.79		0.79		0.75	
Eggs, white, grade A large	per doz.	1.49		1.39		1.29		1.50		1.59		1.59		1.29	
Peanut butter, store brand, regular, creamy	18 oz. jar	1.69		1.89		1.69	8	1.99		1.69		1.99	S	1.44	S
Milk/Cheese: 2% milk, store brand	1 gal.	2.99		2.99		2.49	s	2.99		2.99		2.99		1.96	S
Cheese, Mozzarella, shredded, store brand, LMPS	12 oz.	2.59		2.89		3.29		2.59		2.59		2.49		2.59	
Grains: Bread, white, enriched, store brand	20-22 oz. loai	0.89	S	0.89	s	0.89	s	0.99		1.19		1.19		1.49	
Cereal, Cheerios, regular	15 oz. box	3.39		3.59		2.50	s	3.79	3.0	3.39		3.79		2.50	S
Cereal, Kellogg's Frosted Flakes	15 oz. box	3.29		3.29		3.39		3.29		2.99		3.29		2.99	
White flour, store brand	5 lb. bag	1.09		1.39		1.05		1.69		1.29		1.59		1.29	
Rice, white, long grain, enriched, store brand	5 lb. bag	2.50	2	1.89		1.99		2.69		1.49		1.49		1.79	1
Spaghetti, regular (#8) store brand	1 lb. box	0.89		0.75	s	0.66	s	0.79		0.50		0.75	S	0.40	S
Fats/Oils/Sweets: Coca Cola, regular	2-liter bottle	0.99		0.89	s	1.19		0.89	S	1.50	S	1.50	S	1.49	
Grape jelly, Welch's concord	18 oz. jar	1.39		1.79		1.79		1.69		1.89		1.79		1.99	
Vegetable oil, blend, store brand	24 oz.	1.42	3	1.49		1.49		1.79		1.58	3	1.42	3	1.39	
Margarine, quarters, veg oil, store brand	1 lb.	1.19		0.50	s	0.69		0.59		0.33		0.33	S	0.99	
Mayonnaise, store brand	32 oz.	1.99		2.39		1.99		3.49		1.49		1.99	S	2.79	
Other: Pasta sauce, Prego, traditional	26 oz. jar	1.99		2.29		2.29		1.66	S	1.79		1.50	S	1.69	
Salsa, Ortega, Thick and Chunky, medium	16 oz. jar	2.79		2.19	s	1.65	S	3.29		2.89		2.59		2.89	
Dinty Moore Beef Stew	24 oz. can	2.49		2.69		2.49		2.50		1.99		1.99		2.59	
Macaroni and Cheese, Kraft, three cheese	7.25 oz. Box	0.49		1.09		0.80	S	0.99		0.89		1.29		0.95	
Campbell's chicken noodle soup, regular	10.75 oz. car		100000000000000000000000000000000000000	0.89		0.79	SALES SALES	0.99	and the second	1.33	S	0.99		0.50	
Infant formula, Enfamil (w/iron)	13 oz. conc.	3.99		3.99	5	3.49		3.19		3.19		3.19		3.29	
Coffee, Maxwell House, canned, original	13 oz.	2.99		2.99		1.99		2.00		2.19		3.29		2.39	
Laundry detergent, Tide, powder	40 loads	8.69		8.99		8.99		8.49		8.79		8.99		8.78	
Toilet tissue, Scott	roll. 1000 ct.	0.79	Section 1	0.75		0.75		0.79		0.69		0.79		0.69	
Totals:	1000 00.	85.07		81.08		76.43		86.54		81.54	and the same of	85.65		80.42	
Store Cleanliness & Service: (excellent, good, fair, poor)		good		fair		good		good		good		good		good	
Notes	e- indicator t	TOTAL DESCRIPTION OF THE PERSON NAMED IN COLUMN 1		includes 2 for 1			_	The second secon		3-3-					
Notes										ean: 5. Similac	w/iro	n; 6. Based on 2	2/3 of	3lb bag	
		. Reduced fat;									KARA.				

Summary of Results

If your shopping list resembles the items we have used in this sample, then the ratings below may help you in determining which supermarkets will give you the best value.

Overall Prices

least 1 Shop Rite, Manchester

expensive 2 Big Y. E. Hartford 3 Adam's, Hartford

4 Stop & Shop, Bloomfield

5 Waldbum's, W. Hartford

most 6 Stop & Shop, Hartford expensive 7 Shaw's W. Hartford

The prices at the least expensive supermarket, Shop Rite in Manchester, are

12% lower than at Shaw's in West Hartford, the most expensive supermarket.

You may wish to buy certain types of items at specific stores. The best value for fruits and vegetables as well as dry and canned goods is at the Shop Rite in Manchester. For meat, egg, and dairy Adam's in Hartford offers the best value. Also keep in mind that supermarkets such as Big Y and Stop & Shop often offer large discounts on specific items. Keeping an eye out for sales is a big money saver.

Store Locations & Bus Lines

Bloomfield

Super Stop & Shop

 313 Cottage Grove Road Bus: S1, T4, T5

East Hartford

Big Y

 School Street Plaza, 287 Ellington Road Bus: H1 (East Windsor Hill)

Hartford

Adam's Food Stores

 76 New Britain Avenue Bus: Q2

Super Stop & Shop

 150 New Park Avenue Bus: K3

Manchester

Shop Rite

 214 Spencer Street Bus: any B

West Hartford

Waldbaums

 Bishops Corner, 772 North Main Street Bus: A1, E2, U3

Shaw's Super Food Store

 Prospect Plaza, Prospect Avenue Bus: K3

For More Information on Bus Routes, contact CT Transit at (860) 525-9181.

This survey is produced by the Hartford Food Policy Commission.

For more information, or to volunteer to help survey stores, please contact us anytime:

Food Store Price Survey
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Visit our website: www.hartfordfood.org